

**BEFORE YOU DECIDE WHICH SLICE
OF THE SOFTWARE PIE YOU WANT,**



BETTER TAKE A CLOSER LOOK.

**IN THE '80s,
MOST OF YOUR PROFITS
WILL COME FROM
BUSINESS SOFTWARE...**

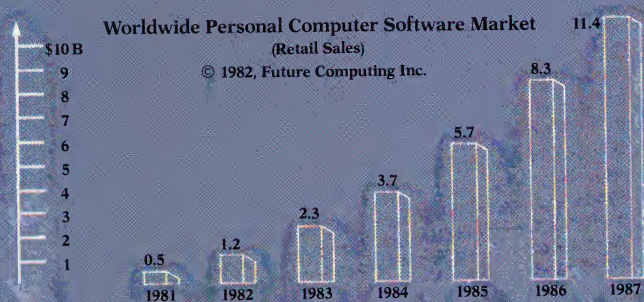


While business software currently represents about 52% of retail unit sales, it accounts for 90% of the retailer's dollars, a figure which SOFTEAM analysts expect will increase steadily through the '80s.

IT'S GOING TO TAKE A TEAM EFFORT.

A NEW NAME

Many things have changed since you've seen Software Distributors become the leading distributor of business software. Especially the number of new business software products and titles coming to the marketplace.



This year, Software Distributors' New Product Evaluation Team is receiving thirty to fifty submissions per week, selecting the best for marketing and technical analyses. Ultimately, only the cream of the crop—less than 15%—are offered to dealers.

With no other distributor set up to perform such an important evaluation service, you can see why retailers have come to rely on our ability to offer expert advice. Never before has such teamwork been so important.

We knew it was time to change our name to reflect the way retailers across the country think of us. Software Distributors has become SOFTEAM.

NOW YOU NEED SOFTEAM MORE THAN EVER.

If you think SOFTEAM's testing and selection service could have helped you in the past, just look ahead. Our analysts predict that the number of new business products coming to market next year will nearly double 1983's offerings.

If you value your time, you need SOFTEAM.

SOFTEAM'S HUGE INVENTORY GIVES YOU THE COMPETITIVE EDGE.

Even though your shelf space and investment dollars are limited, you still need to close sales on the spot. You can confirm availability and shipping time in one toll-free call, and your shipment gets out when you need it.

In fact, being able to order all your business software in one phone call simplifies your life tremendously...so you have time to work on the things that really demand your attention.

It's the business of SOFTEAM to keep you competitive.

NO OTHER DISTRIBUTOR IS PREPARED TO GIVE YOU SUPPORT LIKE SOFTEAM.

Anyone can sell you software, but it's support that distinguishes the professionals.

SOFTEAM's Technical Support Group, with virtually every type of hardware at hand, is always available to you by telephone. Fully trained and equipped, they provide you with answers that are, even for highly experienced retailers, sometimes just too time-consuming to find on your own.

SOFTEAM's after-sale support means you can maintain your reputation for quality while emphasizing selling with your staff.

FIND OUT MORE ABOUT SOFTEAM NOW.

For a look at SOFTEAM's current dealer catalog, the most comprehensive selection of business software in the industry, plus information about terms, an exciting discount structure, and a helpful stock adjusting program, call or mail the coupon below. We'll also tell you about SOFTEAM's complete program of dealer support, including the FUTURE STARS product previews, the business software best-seller list, an industry guide, and other materials to help you become a more profitable retailer.

We know our business can be good only if your business is good. When it comes to getting your piece of the software pie—the big piece—it's going to take teamwork. We're ready.

For fastest response, call

800-421-0814

(in California, call 800-252-4025).

SOFTEAM™
the business software professionals

10023 W. Jefferson Boulevard
Culver City, California 90230

I want The Business Software Professionals on my team. Please send the SOFTEAM Dealer Information Kit and current catalog immediately.

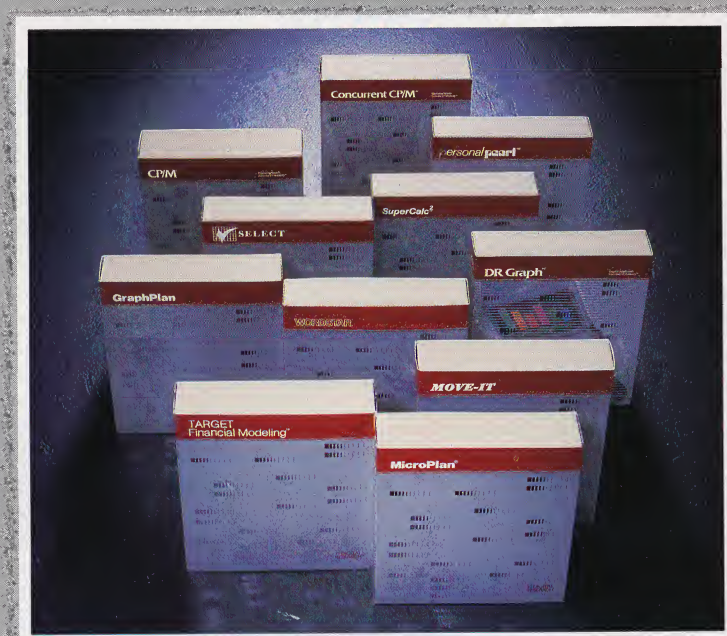
Name _____ Title _____

Store/Business _____

Address _____

City/State/Zip _____

WHEN IT'S TIME TO INTRODUCE SIGNIFICANT NEW BUSINESS PRODUCTS, DIGITAL RESEARCH™ GOES TO THE BUSINESS SOFTWARE PROFESSIONALS.



Announcing the new CP/M Applications Library™
now available from SOFTEAM.

When Digital Research introduced the CP/M Applications Library, they made sure to get help from SOFTEAM, The Business Software Professionals.

With this new software, IBM PC users now have popular applications programs such as WordStar, BPI Accounting, SELECT, Personal PEARL, MicroPlan, SuperCalc 2 and GraphPlan—all with *SpeedStart CP/M*™ embedded on the program disk.

These programs are truly "load and go." You don't have to sell a separate operating system, and your customers don't need to load CP/M each time they run. And

SpeedStart CP/M is a flexible system particularly designed to take advantage of 16-bit technology.

When you order CP/M Applications Library products from SOFTEAM, you'll always have complete availability, fast shipping and, best of all, help when you want it from the SOFTEAM Technical Support Group...as close as your telephone.

For the full story about the exciting new CP/M Applications Library and what it will do for your traffic and sales, call SOFTEAM today: 800-421-0814 (in California: 800-252-4025).

SOFTEAM™
the business software professionals

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